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It is possible we have been buying more butter than we really need.

The present shortage is shown by the fact that if every home consumption of butter by only one ounce per person per week (for example a quarter of a pound a week)—or if we reduced our butter consumption to that level, the shortage would soon disappear.

**No Reason for Panic Buying**

The necessity for housewives to rush out to beat their neighbors for butter will not be realized to meet the present situation. Butter production is actually above normal for this time of year. The Board itself is taking special action which it is believed will speedily restore normal supplies in retail stores.

These supplies will however be adequate for normal consumption, if housewives in all parts of Canada co-operate.

You can help in these ways:

Scrupulously avoid waste and extravagance. Waste is wrong at all times. In time of war it is sabotage.

Reduce normal consumption of butter by at least one ounce per person per week—for the average home this means a quarter of a pound a week.)

Do not buy more than is needed for immediate use.

**THE PRICES AND TRADE BOARD**